9/1/87 A2500-3

**NEWSPRINT DIVISION**

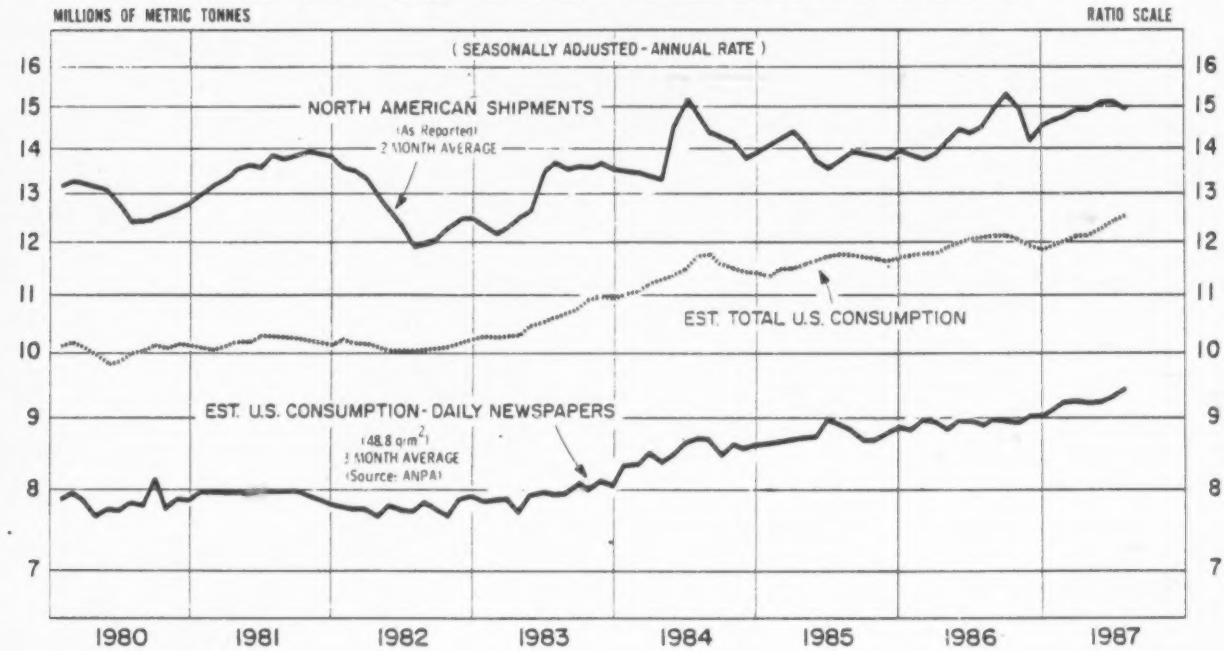
AMERICAN PAPER INSTITUTE
260 Madison Ave., New York, N.Y. 10016

MONTHLY STATISTICAL REPORT**
(In Metric Tons)

REPORT FOR JULY 1987

*U.S. AND CANADIAN COMBINED CAPACITY IS SCHEDULED TO INCREASE BY 882,000 TONNES BETWEEN 1987 AND 1991. (SEE PAGE 14)

TOTAL UNITED STATES NEWSPRINT CONSUMPTION & TOTAL NEWSPRINT SHIPMENTS FROM NORTH AMERICA



Issued 8/28/87
List #230-07

# SUMMARY OF NEWSPRINT STATISTICS



| THOUSANDS OF METRIC TONNES | JULY 1986 | JULY 1987 | JULY % Change | 7 MOS. YEAR-TO-DATE 1986 | 7 MOS. YEAR-TO-DATE 1987 | 7 MOS. YEAR-TO-DATE % Change | On Page No* |
|---|---|---|---|---|---|---|---|
| PRODUCTION AND SHIPMENTS | | | | | | | |
| NORTH AMERICA | | | | | | | |
| Production | 1,251 | 1,246 | - 0.3 | 8,357 | 8,677 | + 3.8 | 3 |
| % of Capacity | 95.7 | 92.4 | - 3.4 | 93.6 | 96.3 | + 2.9 | 7 |
| Shipments | 1,191 | 1,231 | + 3.3 | 8,230 | 8,675 | + 5.4 | 3 |
| UNITED STATES | | | | | | | |
| Production | 433 | 455 | + 5.1 | 2,965 | 3,048 | + 2.8 | 4 |
| % of Capacity | 95.1 | 93.2 | - 2.0 | 94.2 | 94.6 | + 0.4 | 7 |
| Shipments | 433 | 452 | + 4.3 | 2,932 | 3,055 | + 4.2 | 4 |
| CANADA | | | | | | | |
| Production | 818 | 791 | - 3.2 | 5,392 | 5,629 | + 4.4 | 5 |
| % of Capacity | 96 | 92 | - 4.2 | 93 | 97 | + 4.3 | 7 |
| Shipments | 758 | 779 | + 2.7 | 5,298 | 5,620 | + 6.1 | 5 |
| Total U.S. Est. Consumption | | | | | | | 6 |
| Daily Newspapers | 684 | 741P | + 8.2 | 5,057 | 5,253 | + 3.9 | |
| All Users | 931 | 984P | + 5.7 | 6,765 | 6,933 | + 2.5 | |
| Publishers Stock ANPA Survey of Newspapers | 892 | 923P | + 3.5 | //////////// | //////////// | //////////// | 7 |
| North American Mills - Stocks | 473 | 328 | -30.6 | //////////// | //////////// | //////////// | 3 |

* Additional information proceeds as follows: Shipments by Destination - 8 & 9; Historical Data - 10; Circulations - 10; Forecasts of U.S. Economy - 11; Overseas Newsprint Statistics - 12; Overseas Newsprint Capacity - 13; Capacity Information / U.S. and Canadian Mills - 14.

UNITED STATES COMPANIES PARTICIPATING IN REPORT

Augusta Newsprint Company
Bear Island Paper Company
Boise Cascade Corporation
Boise Southern Company
Bowater Inc.
Champion International Corp.
Crown Zellerbach Corporation
FSC Paper Corporation
Garden State Paper Company
Great Northern Paper Company
Inland Empire Paper Company
Manistique Papers, Inc.
North Pacific Paper Company
Smurfit Newsprint Corporation
Southeast Paper Mfg. Company
Stone Container Corporation

Data for non-reporting company have been estimated.

P - Preliminary

In addition to the above contributing companies, the inputs for this report are dependent upon data received from the Canadian Pulp & Paper Association, the American Newspaper Publishers Association, and the U.S. Bureau of Census.

(In Thousands of Metric Tonnes)

# NEWSPRINT STATISTICS

(Not Seasonally Adjusted)

## NORTH AMERICA

| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 1,214.3 | 1,192.1 | 1,238.9 | + 3.9 | 1,148.5 | 1.099.8 | 1,176.6 | + 7.0 | 423.9 | 439.2 | 388.6 | -11.5 |
| February | 1,147.2 | 1,120.0 | 1,165.2 | + 4.0 | 1,109.4 | 1,090.1 | 1,158.0 | + 6.2 | 462.4 | 469.2 | 395.9 | -15.6 |
| March | 1,247.4 | 1,190.2 | 1,278.8 | + 7.4 | 1,241.2 | 1,187.8 | 1,288.3 | + 8.5 | 468.6 | 471.7 | 386.4 | -18.1 |
| April | 1,136.0 | 1,185.7 | 1,227.0 | + 3.5 | 1,163.5 | 1,215.4 | 1,245.5 | + 2.5 | 441.0 | 441.9 | 367.9 | -16.7 |
| May | 1,185.8 | 1,228.7 | 1,269.7 | + 3.3 | 1,155.1 | 1,214.2 | 1,267.6 | + 4.4 | 471.7 | 456.4 | 370.0 | -18.9 |
| June | 1,126.9 | 1,189.7 | 1,250.6 | + 5.1 | 1,145.9 | 1,231.9 | 1,307.9 | + 6.2 | 452.7 | 414.2 | 312.8 | -24.5 |
| July | 1,132.4 | 1,250.6 | 1,246.4 | - 0.3 | 1,132.3 | 1,191.2 | 1,230.7 | + 3.3 | 451.2 | 473.5 | 328.5 | -30.6 |
| August | 1,179.9 | 1,220.6 | | | 1,161.3 | 1,233.7 | | | 469.8 | 460.5 | | |
| September | 1,127.0 | 1,163.4 | | | 1,109.0 | 1,277.7 | | | 487.9 | 346.2 | | |
| October | 1,177.6 | 1,234.1 | | | 1,207.9 | 1,252.2 | | | 457.6 | 328.2 | | |
| November | 1,144.5 | 1,210.6 | | | 1,165.8 | 1,169.1 | | | 436.3 | 369.6 | | |
| December | 1,093.2 | 1,210.8 | | | 1,182.6 | 1,254.2 | | | 346.9 | 326.3 | | |
| 7 Months | 8,190.0 | 8,357.0 | 8,676.6 | + 3.8 | 8,095.9 | 8,230.4 | 8,674.6 | + 5.4 | | | | |
| TOTAL YEAR | 13,912.2 | 14,396.5 | | | 13,922.5 | 14,417.3 | | | | | | |

## DISTRIBUTION OF NORTH AMERICAN SHIPMENTS

| | TO UNITED STATES | | | | TO CANADA | | | | TO OTHER MARKETS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 937.1 | 891.9 | 950.7 | + 6.6 | 81.8 | 83.6 | 85.3 | + 2.0 | 129.6 | 124.3 | 140.6 | +13.1 |
| February | 910.0 | 888.6 | 921.0 | + 3.6 | 82.0 | 84.2 | 92.1 | + 9.4 | 117.4 | 117.3 | 144.9 | +23.5 |
| March | 1,022.9 | 948.7 | 1,019.7 | + 7.5 | 102.2 | 90.2 | 111.9 | +24.1 | 116.1 | 148.9 | 156.7 | + 5.2 |
| April | 919.2 | 977.0 | 991.6 | + 1.5 | 85.5 | 97.6 | 95.3 | - 2.4 | 158.8 | 140.8 | 158.6 | +12.6 |
| May | 930.8 | 973.6 | 1,013.4 | + 4.1 | 86.2 | 92.3 | 95.1 | + 3.0 | 138.1 | 148.3 | 159.1 | + 7.3 |
| June | 934.2 | 964.9 | 1,046.8 | + 8.5 | 75.9 | 93.4 | 93.1 | - 0.3 | 135.8 | 173.6 | 168.0 | - 3.2 |
| July | 906.1 | 955.4 | 1,003.4 | + 5.0 | 75.5 | 88.7 | 87.6 | - 1.2 | 150.7 | 147.1 | 139.7 | - 5.0 |
| August | 964.2 | 986.4 | | | 81.8 | 86.9 | | | 115.3 | 160.4 | | |
| September | 916.3 | 999.4 | | | 90.0 | 95.5 | | | 102.7 | 182.8 | | |
| October | 982.8 | 997.9 | | | 96.4 | 102.3 | | | 128.7 | 152.0 | | |
| November | 954.9 | 924.4 | | | 89.2 | 99.6 | | | 121.7 | 145.1 | | |
| December | 943.5 | 1,004.1 | | | 85.5 | 107.0 | | | 153.6 | 143.1 | | |
| 7 Months | 6,560.3 | 6,600.1 | 6,946.6 | + 5.2 | 589.1 | 630.0 | 660.4 | + 4.8 | 946.5 | 1,000.3 | 1,067.6 | + 6.7 |
| TOTAL YEAR | 11,322.0 | 11,512.3 | | | 1,032.0 | 1,121.3 | | | 1,568.5 | 1,783.7 | | |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association.

# NEWSPRINT STATISTICS

(In Thousands of Metric Tonnes) (Not Seasonally Adjusted)

## UNITED STATES

| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 425.0 | 420.2 | 444.8 | + 5.9 | 414.8 | 386.9 | 427.1 | +10.4 | 70.4 | 89.8 | 66.8 | -25.6 |
| February | 405.8 | 393.6 | 400.1 | + 1.7 | 404.2 | 393.7 | 402.3 | + 2.2 | 72.7 | 89.8 | 64.6 | -28.1 |
| March | 443.3 | 443.5 | 430.7 | - 2.9 | 432.4 | 434.2 | 441.8 | + 1.8 | 83.5 | 99.1 | 53.5 | -46.0 |
| April | 386.9 | 409.1 | 419.5 | + 2.5 | 407.8 | 415.3 | 427.8 | + 3.0 | 62.5 | 92.9 | 45.2 | -51.3 |
| May | 418.3 | 446.0 | 453.8 | + 1.7 | 410.0 | 443.4 | 452.4 | + 2.0 | 70.8 | 95.5 | 46.6 | -51.2 |
| June | 407.7 | 419.7 | 444.3 | + 5.9 | 406.0 | 425.4 | 451.1 | + 6.0 | 72.5 | 89.8 | 39.9 | -55.6 |
| July | 415.9 | 432.8 | 455.0 | + 5.1 | 403.3 | 433.2 | 451.9 | + 4.3 | 83.5 | 89.3 | 42.9 | -52.0 |
| August | 414.0 | 440.8 | | | 412.0 | 443.7 | | | 85.5 | 86.4 | | |
| September | 405.2 | 419.5 | | | 404.5 | 437.3 | | | 86.3 | 68.6 | | |
| October | 407.1 | 425.7 | | | 420.0 | 436.4 | | | 73.4 | 58.0 | | |
| November | 397.3 | 428.9 | | | 405.7 | 426.0 | | | 65.0 | 60.8 | | |
| December | 397.5 | 427.7 | | | 406.1 | 439.5 | | | 56.5 | 49.1 | | |
| 7 Months | 2,902.9 | 2,964.9 | 3,048.2 | + 2.8 | 2,878.5 | 2,932.1 | 3,054.4 | + 4.2 | | | | |
| TOTAL YEAR | 4,924.0 | 5,107.5 | | | 4,926.8 | 5,115.0 | | | | | | |

## DISTRIBUTION OF UNITED STATES SHIPMENTS

## SHIPMENTS TO THE UNITED STATES From Overseas

| | TO UNITED STATES | | | | TO OTHER MARKETS | | | | From Overseas | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 392.7 | 368.5 | 397.6 | + 7.9 | 22.1 | 18.4 | 29.5 | +60.3 | 31.3 | 44.8 | 14.6 | -67.4 |
| February | 375.5 | 367.0 | 380.3 | + 3.6 | 28.7 | 26.7 | 22.0 | -17.6 | 11.5 | 14.1 | 21.1 | +49.6 |
| March | 412.2 | 408.2 | 416.2 | + 2.0 | 20.2 | 26.0 | 25.6 | - 1.5 | 28.9 | 25.3 | 25.0 | - 1.2 |
| April | 381.0 | 394.9 | 396.6 | + 0.4 | 26.8 | 20.4 | 31.2 | +52.9 | 21.4 | 29.6 | 32.8 | +10.8 |
| May | 393.4 | 413.3 | 427.1 | + 3.3 | 16.6 | 30.1 | 25.3 | -15.9 | 32.9 | 22.7 | 21.9 | - 3.5 |
| June | 382.8 | 396.1 | 426.7 | + 7.7 | 23.2 | 29.3 | 24.4 | -16.7 | 23.5 | 26.2 | 32.1 | +22.5 |
| July | 385.3 | 397.3 | 427.6 | + 7.6 | 18.0 | 35.9 | 24.3 | -32.3 | 28.7 | 19.7 | | |
| August | 390.7 | 414.6 | | | 21.3 | 29.1 | | | 26.4 | 39.4 | | |
| September | 381.9 | 408.1 | | | 22.6 | 29.2 | | | 33.1 | 11.7 | | |
| October | 391.7 | 403.5 | | | 28.3 | 32.9 | | | 47.4 | 32.0 | | |
| November | 380.7 | 395.5 | | | 25.0 | 30.5 | | | 29.6 | 21.8 | | |
| December | 380.1 | 410.6 | | | 26.0 | 28.9 | | | 18.8 | 14.1 | (6 MOS. Y-T-D) | |
| 7 Months | 2,722.9 | 2,745.3 | 2,872.1 | + 4.6 | 155.6 | 186.8 | 182.3 | - 2.4 | 149.5 | 162.7 | 147.5 | - 9.3 |
| TOTAL YEAR | 4,648.0 | 4,777.6 | | | 278.8 | 337.4 | | | 333.5 | 301.4 | | |

SOURCE: Newsprint Division, American Paper Institute and Bureau of Census.

(In Thousands of Metric Tonnes)

# NEWSPRINT STATISTICS (Not Seasonally Adjusted)

## CANADA

| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 789.3 | 771.9 | 794.1 | + 2.9 | 733.7 | 712.9 | 749.5 | + 5.1 | 353.5 | 349.4 | 321.8 | - 7.9 |
| February | 741.4 | 726.4 | 765.1 | + 5.3 | 705.2 | 696.4 | 755.7 | + 8.5 | 389.7 | 379.4 | 331.3 | -12.7 |
| March | 804.1 | 746.7 | 848.1 | +13.6 | 808.8 | 753.6 | 846.5 | +12.3 | 385.1 | 372.6 | 332.9 | -10.7 |
| April | 749.1 | 776.6 | 807.5 | + 4.0 | 755.7 | 800.1 | 817.7 | + 2.2 | 378.5 | 349.0 | 322.7 | - 7.5 |
| May | 767.5 | 782.7 | 815.9 | + 4.2 | 745.1 | 770.8 | 815.2 | + 5.8 | 400.9 | 360.9 | 323.4 | -10.4 |
| June | 719.2 | 770.0 | 806.3 | + 4.7 | 739.9 | 806.5 | 856.8 | + 6.2 | 380.2 | 324.4 | 272.9 | -15.9 |
| July | 716.5 | 817.8 | 791.4 | - 3.2 | 729.0 | 758.0 | 778.8 | + 2.7 | 367.7 | 384.2 | 285.6 | -25.7 |
| August | 765.9 | 779.8 | | | 749.3 | 790.0 | | | 384.3 | 374.1 | | |
| September | 721.8 | 743.9 | | | 704.5 | 840.4 | | | 401.6 | 277.6 | | |
| October | 770.5 | 808.4 | | | 787.9 | 815.8 | | | 384.2 | 270.2 | | |
| November | 747.2 | 781.7 | | | 760.1 | 743.1 | | | 371.3 | 308.8 | | |
| December | 695.7 | 783.1 | | | 776.5 | 814.7 | | | 290.4 | 277.2 | | |
| 7 Months | 5,287.1 | 5,392.1 | 5,628.4 | + 4.4 | 5,217.4 | 5,298.3 | 5,620.2 | + 6.1 | | | | |
| TOTAL YEAR | 8,988.2 | 9,289.0 | | | 8,995.7 | 9,302.3 | | | | | | |

## DISTRIBUTION OF CANADIAN SHIPMENTS

| | TO UNITED STATES | | | | TO CANADA | | | | TO OTHER MARKETS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 544.4 | 523.4 | 553.1 | + 5.7 | 81.8 | 83.6 | 85.3 | + 2.0 | 107.5 | 105.9 | 111.1 | + 4.9 |
| February | 534.5 | 521.6 | 540.7 | + 3.7 | 82.0 | 84.2 | 92.1 | + 9.4 | 88.7 | 90.6 | 122.9 | +35.7 |
| March | 610.7 | 540.5 | 603.5 | +11.7 | 102.2 | 90.2 | 111.9 | +24.1 | 95.9 | 122.9 | 131.1 | + 6.7 |
| April | 538.2 | 582.1 | 595.0 | + 2.2 | 85.5 | 97.6 | 95.3 | - 2.4 | 132.0 | 120.4 | 127.4 | + 5.8 |
| May | 537.4 | 560.3 | 586.3 | + 4.6 | 86.2 | 92.3 | 95.1 | + 3.0 | 121.5 | 118.2 | 133.8 | +13.2 |
| June | 551.4 | 568.8 | 620.1 | + 9.0 | 75.9 | 93.4 | 93.1 | - 0.3 | 112.6 | 144.3 | 143.6 | - 0.5 |
| July | 520.8 | 558.1 | 575.8 | + 3.2 | 75.5 | 88.7 | 87.6 | - 1.2 | 132.7 | 111.2 | 115.4 | + 3.8 |
| August | 573.5 | 571.8 | | | 81.8 | 86.9 | | | 94.0 | 131.3 | | |
| September | 534.4 | 591.3 | | | 90.0 | 95.5 | | | 80.1 | 153.6 | | |
| October | 591.1 | 594.4 | | | 96.4 | 102.3 | | | 100.4 | 119.1 | | |
| November | 574.2 | 528.9 | | | 89.2 | 99.6 | | | 96.7 | 114.6 | | |
| December | 563.4 | 593.5 | | | 85.5 | 107.0 | | | 127.6 | 114.2 | | |
| 7 Months | 3,837.4 | 3,854.8 | 4,074.5 | + 5.7 | 589.1 | 630.0 | 660.4 | + 4.8 | 790.9 | 813.5 | 885.3 | + 8.8 |
| TOTAL YEAR | 6,674.0 | 6,734.7 | | | 1,032.0 | 1,121.3 | | | 1,289.7 | 1,446.3 | | |

SOURCE: Newsprint Section, Canadian Pulp and Paper Association.

# NEWSPRINT STATISTICS

(In Thousands of Metric Tonnes) (Not Seasonally Adjusted)

| | TOTAL UNITED STATES ESTIMATED CONSUMPTION | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | DAILY NEWSPAPERS (1) | | | | ALL USERS | | | | DAILY NEWSPAPERS TO TOTAL ALL USERS | | |
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 |
| January | 663.6 | 689.2 | 693.7 | + 0.7 | 869.0 | 918.0 | 908.0 | - 1.1 | 76.4 | 75.1 | 76.4 |
| February | 656.3 | 670.1 | 693.3 | + 3.5 | 861.0 | 881.0 | 906.0 | + 2.8 | 76.2 | 76.1 | 76.5 |
| March | 760.7 | 761.7 | 790.2 | + 3.7 | 1,000.0 | 1,004.0 | 1,037.0 | + 3.3 | 76.1 | 75.9 | 76.2 |
| April | 720.9 | 745.4 | 779.0 | + 4.5 | 955.0 | 1,000.0 | 1,031.0 | + 3.1 | 75.5 | 74.5 | 75.6 |
| May | 758.9 | 769.8 | 809.3 | + 5.1 | 1,009.0 | 1,035.0 | 1,073.0 | + 3.7 | 75.2 | 74.4 | 75.4 |
| June | 722.3 | 737.0 | 746.8R | + 1.3 | 964.0 | 996.0 | 994.0R | - 0.2 | 74.9 | 74.0 | 75.1R |
| July | 673.8 | 684.3 | 740.7P | + 8.2 | 888.0 | 931.0 | 984.0P | + 5.7 | 75.9 | 73.5 | 75.3P |
| August | 709.8 | 739.1 | | | 949.0 | 997.0 | | | 74.8 | 74.1 | |
| September | 725.4 | 739.5 | | | 985.0 | 999.0 | | | 73.6 | 74.0 | |
| October | 779.1 | 807.2 | | | 1,051.0 | 1,088.0 | | | 74.1 | 74.2 | |
| November | 784.5 | 814.6 | | | 1,041.0 | 1,078.0 | | | 75.4 | 75.6 | |
| December | 769.2 | 768.1 | | | 1,015.0 | 1,010.0 | | | 75.8 | 76.0 | |
| 7 Months | 4,956.5 | 5,057.5 | 5,253.0 | + 3.9 | 6,546.0 | 6,765.0 | 6,933.0 | + 2.5 | | | |
| TOTAL YEAR | 8,724.5 | 8,926.0 (2) | | | 11,587.0 | 11,937.0 | | | | | |

P - Preliminary R - Revised

(1) Based on data from ANPA - member newspapers in statistical sample.

(2) Figures will be revised to equal Annual Survey total of 8,865.1 when available from ANPA.

(Seasonally Adjusted)

| | TOTAL UNITED STATES ESTIMATED CONSUMPTION | | | | | | | | TOTAL NORTH AMERICAN SHIPMENTS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | DAILY NEWSPAPERS | | | | ALL USERS | | | | | | | |
| | Seas.Adj.-3 Mon.Moving Avg. Annual Basis | | | | Seas.Adj.-3 Mon.Moving Avg. Annual Basis | | | | Seasonally Adjusted-Annual Basis | | | |
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 8,656 | 8,817 | 9,115 | + 3.4 | 11,330 | 11,740 | 11,930 | + 1.6 | 14,297 | 13,570 | 14,561 | + 7.3 |
| February | 8,717 | 8,965 | 9,234 | + 3.0 | 11,440 | 11,780 | 12,070 | + 2.5 | 14,341 | 14,120 | 15,014 | + 6.3 |
| March | 8,736 | 8,941 | 9,251 | + 3.5 | 11,480 | 11,780 | 12,140 | + 3.1 | 14,500 | 13,904 | 14,962 | + 7.6 |
| April | 8,713 | 8,843 | 9,208 | + 4.1 | 11,540 | 11,870 | 12,180 | + 2.6 | 13,783 | 14,573 | 15,011 | + 3.0 |
| May | 8,716 | 8,906 | 9,221R | + 3.5 | 11,590 | 11,970 | 12,230R | + 2.2 | 13,579 | 14,358 | 15,228 | + 6.1 |
| June | 8,748 | 8,917 | 9,335R | + 4.7 | 11,680 | 12,050 | 12,430R | + 3.2 | 13,675 | 14,479 | 15,034 | + 3.8 |
| July | 8,926 | 8,893 | 9,450P | + 6.3 | 11,760 | 12,100 | 12,550P | + 3.7 | 13,712 | 14,537 | 14,886 | + 2.4 |
| August | 8,796 | 8,981 | | | 11,760 | 12,120 | | | 13,915 | 14,942 | | |
| September | 8,641 | 8,969 | | | 11,740 | 12,120 | | | 13,567 | 15,256 | | |
| October | 8,655 | 8,919 | | | 11,680 | 12,020 | | | 13,958 | 14,416 | | |
| November | 8,754 | 9,027 | | | 11,610 | 11,940 | | | 13,798 | 14,324 | | |
| December | 8,869 | 9,006 | | | 11,700 | 11,850 | | | 14,108 | 14,746 | | |
| 7 Months Average Annual Rate | 8,745 | 8,897 | 9,259 | + 4.1 | 11,546 | 11,899 | 12,219 | + 2.7 | | | | |

P - Preliminary R - Revised

SOURCE: American Newspaper Publishers Association, Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association.

# NEWSPRINT STATISTICS



(In Thousands of Metric Tonnes)

| | ANPA SURVEY OF NEWSPAPERS PUBLISHERS STOCK - END OF MONTH | | | | | | | | End of Month - Day's Supply - Consumers' Stocks on Hand & in Transit (1) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | UNADJUSTED | | | | SEASONALLY ADJUSTED | | | | ANPA SURVEY | | |
| | 1985 | 1986 | 1987 | % Change | 1985R | 1986R | 1987 | % Change | 1985 | 1986 | 1987 |
| January | 916.1 | 920.2 | 845.2 | - 8.2 | 936.7 | 939.0 | 861.6 | - 8.2 | 47 | 46 | 41 |
| February | 961.3 | 926.6 | 878.6 | - 5.2 | 951.8 | 917.4 | 869.9 | - 5.2 | 47 | 45 | 42 |
| March | 966.8 | 903.6 | 874.0 | - 3.3 | 963.9 | 902.7 | 874.0 | - 3.2 | 48 | 44 | 41 |
| April | 976.8 | 889.3 | 869.3 | - 2.2 | 978.8 | 891.1 | 871.9 | - 2.2 | 49 | 43 | 40 |
| May | 954.6 | 870.1 | 847.5 | - 2.6 | 968.2 | 884.2 | 862.2 | - 2.5 | 48 | 43 | 41 |
| June | 930.2 | 868.9 | 885.2R | + 1.9 | 918.3 | 858.6 | 875.6R | + 2.0 | 52 | 47 | 45R |
| July | 962.0 | 892.1 | 922.9P | + 3.5 | 931.3 | 864.4 | 895.2P | + 3.6 | 51 | 45 | 45P |
| August | 987.8 | 892.8 | | | 939.9 | 848.7 | | | 50 | 44 | |
| September | 961.7 | 904.3 | | | 936.4 | 878.8 | | | 47 | 42 | |
| October | 935.4 | 887.5 | | | 944.8 | 895.6 | | | 43 | 40 | |
| November | 888.7 | 803.0 | | | 941.4 | 851.5 | | | 44 | 40 | |
| December | 910.0 | 848.6 | | | 941.1 | 877.6 | | | 49 | 45 | |

P - Preliminary R - Revised

(1) Since stocks represent paper to be printed in the future, the Day's Supply is calculated by dividing publishers stocks in tons by the projected consumption in the next following month.

The projected consumption is based on the assumption that the seasonal adjusted rate in the coming month will be equal to the average of the two preceding months.

SOURCE: American Newspaper Publishers Association.

| | OPERATING RATES | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | UNITED STATES (1) | | | | CANADA | | | | NORTH AMERICA | | | |
| | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change | 1985 | 1986 | 1987 | % Change |
| January | 92.8 | 92.6 | 96.8 | + 4.5 | 96 | 94 | 97 | + 3.2 | 94.9 | 93.5 | 96.9 | + 3.6 |
| February | 94.8 | 94.9 | 96.3 | + 1.5 | 97 | 94 | 99 | + 5.3 | 96.2 | 94.3 | 98.1 | + 4.0 |
| March | 93.9 | 96.2 | 93.4 | - 2.9 | 95 | 89 | 100 | +12.4 | 94.6 | 91.6 | 97.7 | + 6.7 |
| April | 85.8 | 91.1 | 93.0 | + 2.1 | 91 | 92 | 99 | + 7.6 | 89.2 | 91.7 | 96.9 | + 5.7 |
| May | 90.3 | 95.1 | 94.2 | - 0.9 | 94 | 94 | 97 | + 3.2 | 92.7 | 94.4 | 96.0 | + 1.7 |
| June | 91.7 | 94.0 | 95.5 | + 1.6 | 89 | 94 | 97 | + 3.2 | 90.0 | 94.0 | 96.5 | + 2.7 |
| July | 91.3 | 95.1 | 93.2 | - 2.0 | 85 | 96 | 92 | - 4.2 | 87.2 | 95.7 | 92.4 | - 3.4 |
| August | 89.9 | 96.9 | | | 94 | 93 | | | 92.5 | 94.4 | | |
| September | 91.4 | 95.0 | | | 92 | 91 | | | 91.8 | 92.4 | | |
| October | 90.5 | 91.0 | | | 92 | 97 | | | 91.5 | 94.8 | | |
| November | 87.7 | 96.1 | | | 93 | 97 | | | 91.1 | 96.7 | | |
| December | 87.2 | 94.0 | | | 87 | 97 | | | 87.1 | 95.9 | | |
| 7 Months | 91.3 | 94.2 | 94.6 | + 0.4 | 92 | 93 | 97 | + 4.3 | 92.1 | 93.6 | 96.3 | + 2.9 |
| TOTAL YEAR | 90.5 | 94.4 | | | 92 | 94 | | | 91.5 | 94.1 | | |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association.

(1) - Ratio of actual operating days to practical maximum operating days.

# NEWSPRINT SHIPMENTS BY DESTINATION



(In Thousands of Metric Tonnes)

| YEAR | NORTH-EAST | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC | TOTAL DOMESTIC SHIPMENTS |
|---|---|---|---|---|---|---|---|---|---|
| **United States** | | | | | | | | | |
| 1971 | 429 | 253 | 176 | 495 | 269 | 658 | 95 | 625 | 3,000 |
| 1972 | 453 | 281 | 182 | 548 | 283 | 696 | 117 | 659 | 3,219 |
| 1973 | 432 | 279 | 172 | 575 | 321 | 748 | 161 | 630 | 3,318 |
| 1974* | 425 | 230 | 160 | 562 | 315 | 730 | 158 | 670 | 3,250 |
| 1974 | 411 | 221 | 154 | 543 | 304 | 705 | 152 | 646 | 3,136 |
| 1975 | 463 | 254 | 193 | 551 | 299 | 701 | 142 | 632 | 3,235 |
| 1976 | 479 | 234 | 185 | 589 | 300 | 735 | 136 | 637 | 3,295 |
| 1977 | 493 | 216 | 187 | 591 | 303 | 743 | 151 | 706 | 3,390 |
| 1978 | 429 | 199 | 174 | 540 | 307 | 849 | 168 | 667 | 3,333 |
| 1979 | 446 | 202 | 187 | 614 | 318 | 884 | 186 | 765 | 3,602 |
| 1980 | 468 | 238 | 193 | 813 | 325 | 940 | 222 | 859 | 4,058 |
| 1981 | 459 | 241 | 196 | 885 | 321 | 1,018 | 260 | 1,072 | 4,452 |
| 1982 | 453 | 269 | 178 | 801 | 314 | 1,008 | 238 | 990 | 4,251 |
| 1983 | 461 | 295 | 183 | 920 | 302 | 1,035 | 242 | 971 | 4,409 |
| 1984 | 487 | 297 | 160 | 1,042 | 315 | 1,136 | 266 | 1,104 | 4,807 |
| 1985 | 489 | 292 | 151 | 1,069 | 310 | 1,060 | 243 | 1,034 | 4,648 |
| 1986 | 538 | 304 | 154 | 1,117 | 322 | 974 | 277 | 1,091 | 4,777 |
| **Canada** | | | | | | | | | |
| 1971 | 1,969 | 1,660 | 358 | 589 | 103 | 24 | 187 | 686 | 5,576 |
| 1972 | 2,079 | 1,694 | 408 | 669 | 117 | 37 | 176 | 653 | 5,833 |
| 1973 | 2,122 | 1,746 | 434 | 789 | 128 | 55 | 196 | 749 | 6,219 |
| 1974* | 2,237 | 1,920 | 456 | 807 | 159 | 73 | 192 | 723 | 6,567 |
| 1974 | 2,147 | 1,842 | 438 | 775 | 152 | 71 | 185 | 694 | 6,304 |
| 1975 | 1,711 | 1,480 | 315 | 570 | 93 | 62 | 145 | 603 | 4,979 |
| 1976 | 1,779 | 1,659 | 417 | 727 | 129 | 78 | 181 | 701 | 5,671 |
| 1977 | 1,873 | 1,607 | 387 | 739 | 111 | 74 | 204 | 756 | 5,751 |
| 1978 | 1,946 | 1,812 | 466 | 848 | 125 | 62 | 220 | 964 | 6,443 |
| 1979 | 1,974 | 1,813 | 480 | 755 | 132 | 73 | 229 | 915 | 6,371 |
| 1980 | 2,017 | 1,691 | 437 | 658 | 151 | 73 | 203 | 888 | 6,118 |
| 1981 | 2,099 | 1,683 | 427 | 689 | 161 | 60 | 210 | 732 | 6,061 |
| 1982 | 1,953 | 1,448 | 401 | 663 | 153 | 66 | 217 | 694 | 5,595 |
| 1983 | 2,099 | 1,493 | 441 | 685 | 182 | 104 | 248 | 782 | 6,034 |
| 1984 | 2,270 | 1,623 | 517 | 780 | 241 | 128 | 281 | 745 | 6,585 |
| 1985 | 2,275 | 1,631 | 509 | 738 | 252 | 163 | 268 | 838R | 6,674 |
| 1986 | 2,351 | 1,599 | 506 | 733 | 245 | 156 | 257 | 888 | 6,735 |
| **North America** | | | | | | | | | |
| 1971 | 2,398 | 1,913 | 534 | 1,084 | 372 | 682 | 282 | 1,311 | 8,576 |
| 1972 | 2,532 | 1,975 | 590 | 1,217 | 400 | 733 | 293 | 1,312 | 9,052 |
| 1973 | 2,554 | 2,025 | 606 | 1,364 | 449 | 803 | 357 | 1,379 | 9,537 |
| 1974* | 2,662 | 2,150 | 616 | 1,369 | 474 | 803 | 350 | 1,393 | 9,817 |
| 1974 | 2,558 | 2,063 | 592 | 1,318 | 456 | 776 | 337 | 1,340 | 9,440 |
| 1975 | 2,174 | 1,734 | 508 | 1,121 | 392 | 763 | 287 | 1,235 | 8,214 |
| 1976 | 2,258 | 1,893 | 602 | 1,316 | 429 | 813 | 317 | 1,338 | 8,966 |
| 1977 | 2,366 | 1,823 | 574 | 1,330 | 414 | 817 | 355 | 1,462 | 9,141 |
| 1978 | 2,375 | 2,011 | 640 | 1,388 | 432 | 911 | 388 | 1,631 | 9,776 |
| 1979 | 2,420 | 2,015 | 667 | 1,369 | 450 | 957 | 415 | 1,680 | 9,973 |
| 1980 | 2,485 | 1,929 | 630 | 1,471 | 476 | 1,013 | 425 | 1,747 | 10,176 |
| 1981 | 2,558 | 1,924 | 623 | 1,574 | 482 | 1,078 | 470 | 1,804 | 10,513 |
| 1982 | 2,406 | 1,717 | 579 | 1,464 | 467 | 1,074 | 455 | 1,684 | 9,846 |
| 1983 | 2,560 | 1,788 | 624 | 1,605 | 484 | 1,139 | 490 | 1,753 | 10,443 |
| 1984 | 2,757 | 1,920 | 677 | 1,822 | 556 | 1,264 | 547 | 1,849 | 11,392 |
| 1985 | 2,764 | 1,923 | 660 | 1,807 | 562 | 1,223 | 511 | 1,872R | 11 322 |
| 1986 | 2,889 | 1,903 | 660 | 1,850 | 567 | 1,130 | 534 | 1,979 | 11.512 |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp & Paper Association.

*Years 1971-1974 are predominately 32 lb. basis weight (52 $g/m^2$); years 1974-1986 are predominately 30 lb. basis weight (48.8 $g/m^2$)

# NORTH AMERICAN

## NEWSPRINT SHIPMENTS BY DESTINATION



(In Thousands of Metric Tonnes)

| REGION | QUARTER | UNITED STATES | | | CANADA | | | TOTAL NORTH AMERICA | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 1986 | 1987 | % CHG. | 1986 | 1987 | % CHG. | 1986 | 1987 | % CHG. |
| New England | 1 Q | 40.6 | 37.3 | - 8.1 | 133.2 | 139.6 | + 4.8 | 173.8 | 176.9 | + 1.8 |
| | 2 Q | 42.4 | 44.9 | + 5.9 | 151.1 | 157.0 | + 3.9 | 193.5 | 201.9 | + 4.3 |
| | 3 Q | 44.9 | | | 158.4 | | | 203.3 | | |
| | 4 Q | 45.6 | | | 166.0 | | | 211.6 | | |
| | Year | 173.5 | | | 608.7 | | | 782.2 | | |
| Middle Atlantic | 1 Q | 80.9 | 89.6 | +10.8 | 407.9 | 451.0 | +10.6 | 488.8 | 540.6 | +10.6 |
| | 2 Q | 95.4 | 97.8 | + 2.5 | 445.5 | 486.8 | + 9.3 | 540.9 | 584.6 | + 8.1 |
| | 3 Q | 93.8 | | | 441.4 | | | 535.2 | | |
| | 4 Q | 94.2 | | | 447.8 | | | 542.0 | | |
| | Year | 364.3 | | | 1,742.6 | | | 2,106.9 | | |
| East North Central | 1 Q | 71.6 | 67.2 | - 6.1 | 361.2 | 396.5 | + 9.8 | 432.8 | 463.7 | + 7.1 |
| | 2 Q | 83.4 | 76.7 | - 8.0 | 399.9 | 416.4 | + 4.1 | 483.3 | 493.1 | + 2.0 |
| | 3 Q | 73.4 | | | 416.0 | | | 489.4 | | |
| | 4 Q | 75.4 | | | 422.0 | | | 497.4 | | |
| | Year | 303.8 | | | 1,599.1 | | | 1,902.9 | | |
| West North Central | 1 Q | 36.4 | 38.3 | + 5.2 | 122.1 | 131.1 | + 7.4 | 158.5 | 169.4 | + 6.9 |
| | 2 Q | 37.3 | 37.8 | + 1.3 | 129.9 | 137.0 | + 5.5 | 167.2 | 174.8 | + 4.5 |
| | 3 Q | 42.4 | | | 132.1 | | | 174.5 | | |
| | 4 Q | 38.2 | | | 121.5 | | | 159.7 | | |
| | Year | 154.3 | | | 505.6 | | | 659.9 | | |
| South Atlantic | 1 Q | 274.7 | 295.6 | + 7.6 | 179.1 | 205.7 | +14.9 | 453.8 | 501.3 | +10.5 |
| | 2 Q | 278.6 | 304.3 | + 9.2 | 190.6 | 220.6 | +15.7 | 469.2 | 524.9 | +11.9 |
| | 3 Q | 290.1 | | | 187.4 | | | 477.5 | | |
| | 4 Q | 274.1 | | | 175.6 | | | 449.7 | | |
| | Year | 1,117.5 | | | 732.7 | | | 1,850.2 | | |
| East South Central | 1 Q | 79.1 | 87.9 | +11.1 | 60.6 | 54.2 | -10.6 | 139.7 | 142.1 | + 1.7 |
| | 2 Q | 79.5 | 87.6 | +10.2 | 61.1 | 49.3 | -19.3 | 140.6 | 136.9 | - 2.6 |
| | 3 Q | 81.2 | | | 62.6 | | | 143.8 | | |
| | 4 Q | 82.7 | | | 60.6 | | | 143.3 | | |
| | Year | 322.5 | | | 244.9 | | | 567.4 | | |
| West South Central | 1 Q | 230.1 | 226.9 | - 1.4 | 33.9 | 42.7 | +26.0 | 264 0 | 269.6 | + 2.1 |
| | 2 Q | 256.9 | 255.9 | - 0.4 | 38.2 | 41.3 | + 8.1 | 295.1 | 297.2 | + 0.7 |
| | 3 Q | 239.9 | | | 40.5 | | | 280.4 | | |
| | 4 Q | 246.8 | | | 43.4 | | | 290.2 | | |
| | Year | 973.7 | | | 156.0 | | | 1,129.7 | | |
| Mountain | 1 Q | 69.2 | 67.6 | - 2.3 | 66.8 | 75.6 | +13.2 | 136.0 | 143.2 | + 5.3 |
| | 2 Q | 60.7 | 70.6 | +16.3 | 67.3 | 74.9 | +11.3 | 128.0 | 145.5 | +13.7 |
| | 3 Q | 71.1 | | | 67.9 | | | 139.0 | | |
| | 4 Q | 76.1 | | | 54.8 | | | 130.9 | | |
| | Year | 277.1 | | | 256.8 | | | 533.9 | | |
| Pacific | 1 Q | 261.1 | 283.7 | + 8.7 | 220.7 | 200.9 | - 9.0 | 481.8 | 484.6 | + 0.6 |
| | 2 Q | 270.1 | 274.8 | + 1.7 | 227.6 | 218.1 | - 4.2 | 497.7 | 492.9 | - 1.0 |
| | 3 Q | 283.2 | | | 214.9 | | | 498.1 | | |
| | 4 Q | 276.5 | | | 225.1 | | | 501.6 | | |
| | Year | 1,090.9 | | | 888.3 | | | 1,979.2 | | |
| TOTAL DOMESTIC SHIPMENTS | 1 Q | 1,143.7 | 1,194.1 | + 4.4 | 1,585.5 | 1,697.3 | + 7.1 | 2,729.2 | 2,891.4 | + 5.9 |
| | 2 Q | 1,204.3 | 1,250.4 | + 3.8 | 1,711.2 | 1,801.4 | + 5.3 | 2,915.5 | 3,051.8 | + 4.7 |
| | 3 Q | 1,220.0 | | | 1,721.2 | | | 2,941.2 | | |
| | 4 Q | 1,209.6 | | | 1,716.8 | | | 2,926.4 | | |
| | Year | 4,777.6 | | | 6,734.7 | | | 11,512.3 | | |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp & Paper Association

# NEWSPRINT HISTORICAL DATA

(THOUSANDS OF METRIC TONNES)



| YEAR | PRODUCTION | SHIPMENTS TO UNITED STATES | SHIPMENTS TO CANADA | SHIPMENTS TO OTHER MARKETS | SHIPMENTS TOTAL | INVENTORY END OF YEAR | IMPORTS FROM OVERSEAS |
|---|---|---|---|---|---|---|---|
| **UNITED STATES** | | | | | | | |
| 1977 | 3,512 | 3,390 | - | 117 | 3,507 | 31 | - |
| 1978 | 3,418 | 3,333 | - | 96 | 3,429 | 20 | 5 |
| 1979 | 3,685 | 3,602 | - | 87 | 3,689 | 16 | 132 |
| 1980 | 4,239 | 4,058 | - | 176 | 4,234 | 21 | 123 |
| 1981 | 4,752 | 4,452 | - | 283 | 4,735 | 38 | 36 |
| 1982 | 4,574 | 4,251 | - | 275 | 4,526 | 86 | 42 |
| 1983 | 4,687 | 4,409 | - | 265 | 4,674 | 99 | 67 |
| 1984 | 5,025 | 4,807 | - | 258 | 5,065 | 60 | 193 |
| 1985 | 4,924 | 4,648 | - | 279 | 4,927 | 57 | 333 |
| 1986 | 5,107 | 4,777 | - | 338 | 5,115 | 49 | 301 |
| **CANADA** | | | | | | | |
| 1977 | 8,154 | 5,751 | 824 | 1,594 | 8,169 | 256 | - |
| 1978 | 8,842 | 6,443 | 924 | 1,546 | 8,913 | 184 | - |
| 1979 | 8,756 | 6,371 | 971 | 1,437 | 8,779 | 162 | - |
| 1980 | 8,625 | 6,118 | 980 | 1,524 | 8,622 | 165 | - |
| 1981 | 8,950 | 6,061 | 1,045 | 1,809 | 8,915 | 194 | - |
| 1982 | 8,109 | 5,595 | 934 | 1,525 | 8,054 | 256 | - |
| 1983 | 8,486 | 6,034 | 970 | 1,436 | 8,440 | 303 | - |
| 1984 | 9,013 | 6,585 | 1,070 | 1,363 | 9,018 | 298 | - |
| 1985 | 8,988 | 6,674 | 1,032 | 1,290 | 8,996 | 290 | - |
| 1986 | 9,289 | 6,735 | 1,121 | 1,446 | 9,302 | 277 | - |
| **NORTH AMERICA** | | | | | | | |
| 1977 | 11,666 | 9,141 | 824 | 1,711 | 11,676 | 287 | - |
| 1978 | 12,260 | 9,776 | 924 | 1,642 | 12,342 | 204 | 5 |
| 1979 | 12,441 | 9,973 | 971 | 1,524 | 12,468 | 178 | 132 |
| 1980 | 12,864 | 10,176 | 980 | 1,700 | 12,856 | 186 | 123 |
| 1981 | 13,702 | 10,513 | 1,045 | 2,092 | 13,650 | 232 | 36 |
| 1982 | 12,683 | 9,846 | 934 | 1,800 | 12,580 | 342 | 42 |
| 1983 | 13,173 | 10,443 | 970 | 1,701 | 13,114 | 402 | 67 |
| 1984 | 14,038 | 11,392 | 1,070 | 1,621 | 14,083 | 358 | 193 |
| 1985 | 13,912 | 11,322 | 1,032 | 1,569 | 13,923 | 347 | 333 |
| 1986 | 14,396 | 11,512 | 1,121 | 1,784 | 14,417 | 326 | 301 |

| YEAR | ANPA SURVEY OF NEWSPAPER PUBLISHERS STOCK END OF YEAR | U.S. ESTIMATED CONSUMPTION ANPA (525) STATISTICAL SAMPLE | DAILY NEWS-PAPERS | - ALL USERS - AS REPORTED | 48.8 G/M$^2$ | TONNAGE LOSS DUE TO NEWSPAPER STRIKES |
|---|---|---|---|---|---|---|
| 1977 | 722 | 6,143 | 7,210 | 9,279 | 9,280 | 5 |
| 1978 | 660 | 6,446 | 7,628 | 9,877 | 9,882 | 130 |
| 1979 | 628 | 6,673 | 7,878 | 10,199 | 10,205 | 3 |
| 1980 | 732 | 6,581 | 7,789 | 10,088 | 10,134 | - |
| 1981 | 961 | 6,506 | 7,813 | 10,164 | 10,219 | - |
| 1982 | 854 | 6,358 | 7,607 | 10,108 | 10,169 | 2 |
| 1983 | 790 | 6,638 | 7,898 | 10,589 | 10,666 | - |
| 1984 | 874 | 7,075 | 8,532 | 11,431 | 11,502 | - |
| 1985 | 910 | 7,199 | 8,725 | 11,587 | 11,651 | 21 |
| 1986 | 849 | 7,442 | 8,865 | 11,937 | 12,007 | - |

## UNITED STATES NEWSPAPERS

| YEAR | ADVERTISING % OF TOTAL PAGES | CIRCULATIONS U.S. HOUSEHOLDS (000'S) | NEWSPAPER CIRCULATIONS (MILLIONS) DAILY | NEWSPAPER CIRCULATIONS (MILLIONS) SUNDAY | CIRCULATIONS PER HOUSEHOLD DAILY | CIRCULATIONS PER HOUSEHOLD SUNDAY |
|---|---|---|---|---|---|---|
| 1971 | 62.6 | 64,778 | 62.2 | 49.7 | 0.96 | 0.77 |
| 1972 | 64.4 | 66,676 | 62.5 | 50.0 | 0.94 | 0.75 |
| 1973 | 65.5 | 68,251 | 63.1 | 51.7 | 0.92 | 0.76 |
| 1974 | 65.6 | 69,859 | 61.9 | 51.7 | 0.89 | 0.74 |
| 1975 | 63.7 | 71,120 | 60.7 | 51.1 | 0.85 | 0.72 |
| 1976 | 63.5 | 72,867 | 61.0 | 51.6 | 0.84 | 0.71 |
| 1977 | 63.1 | 74,142 | 61.5 | 52.4 | 0.83 | 0.71 |
| 1978 | 63.4 | 76,030 | 62.0 | 54.0 | 0.82 | 0.71 |
| 1979 | 63.7 | 77,330 | 62.2 | 54.4 | 0.80 | 0.70 |
| 1980 | 62.6 | 80,776(1) | 62.2 | 54.7 | 0.77 | 0.68 |
| 1981 | 62.3 | 82,368 | 61.4 | 55.2 | 0.75 | 0.67 |
| 1982 | 62.2 | 83,527 | 62.5 | 56.3 | 0.75 | 0.67 |
| 1983 | 62.5 | 83,918 | 62.6 | 56.7 | 0.75 | 0.68 |
| 1984 | 63.0 | 85,407 | 63.1 | 57.5 | 0.74 | 0.67 |
| 1985 | 62.8 | 86,789 | 62.8R | 58.8 | 0.72 | 0.68 |
| 1986 | N.A. | 88,458 | 62.5P | 61.5P | 0.71 | 0.70 |

P - Preliminary N.A. - Not Available R - Revised

Source: Media Records, Department of Commerce and Editor and Publisher

(1) Figures were revised as of 1980 Census. Total revised series is not available at this time.

# FORECASTS OF U.S. ECONOMY
# GROSS NATIONAL PRODUCT

(BILLIONS OF CONSTANT (1982) DOLLARS)

| SOURCE | 1987 | | | | 1988 | | | | ANNUAL* | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1987 | 1988 |
| Merrill Lynch Economics - August, 1987<br>Based on Pre. 2nd Qtr. Data (3,796.4)<br>% Change from next preceding quarter** | 3,772.2<br>+4.4 | 3,796.4<br>+2.6 | 3,816.1<br>+2.1 | 3,834.3<br>+1.9 | 3,856.6<br>+2.3 | 3,878.5<br>+2.3 | 3,901.2<br>+2.4 | 3,924.7<br>+2.4 | 3,804.7<br>+2.5 | 3,890.2<br>+2.2 |
| The Conference Board - May, 1987<br>Based on Rev. 1st Qtr. Data (3,735.9)<br>% Change from next preceding quarter** | 3,735.9<br>+4.4 | 3,755.7<br>+2.1 | 3,777.6<br>+2.4 | 3,796.7<br>+2.0 | 3,806.1<br>+1.0 | 3,819.6<br>+1.4 | 3,841.0<br>+2.3 | 3,866.0<br>+2.6 | 3,766.5<br>+2.5 | 3,833.2<br>+1.8 |
| Data Resources Inc. - May, 1987<br>Based on Rev. 1st Qtr. Data (3,735.9)<br>% Change from next preceding quarter** | 3,735.9<br>+4.4 | 3,750.6<br>+1.6 | 3,781.2<br>+3.3 | 3,802.6<br>+2.3 | 3,837.3<br>+3.7 | 3,857.7<br>+2.1 | 3,871.2<br>+1.4 | 3,892.9<br>+2.3 | 3,767.6<br>+2.5 | 3,864.8<br>+2.6 |
| Wharton E.F.A. - May, 1987<br>Based on Rev. 1st Qtr. Data (3,735.9)<br>% Change from next preceding quarter** | 3,735.9<br>+4.4 | 3,743.3<br>+0.8 | 3,761.3<br>+1.9 | 3,792.0<br>+3.3 | 3,826.9<br>+3.7 | 3,858.3<br>+3.3 | 3,883.7<br>+2.7 | 3,904.9<br>+2.2 | 3,758.1<br>+2.3 | 3,868.5<br>+2.9 |

| | ACTUAL - 1986 | | | | ACTUAL - 1987 | | | |
|---|---|---|---|---|---|---|---|---|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. |
| Annual GNP for - 1984 - 3,501.4<br>Annual GNP for - 1985 - 3,607.5<br>Annual GNP for - 1986 - 3,713.3 | 3,698.8 | 3,704.7 | 3,718.0 | 3,731.5 | 3,772.2 | 3,796.4 | | |

** - The Percent Change was multiplied by 4
* - % Change from previous year

## ADVERTISING EXPENDITURES BY MEDIA - PERCENT OF TOTAL

| | PRINT | | | | | | OTHER | | |
|---|---|---|---|---|---|---|---|---|---|
| YEAR | NEWSPAPERS | MAGAZINES | BUSINESS PAPERS | DIRECT MAIL | OUTDOOR | TOTAL PRINT | TELEVISION | RADIO | OTHER* |
| 1980 | 27.6 | 5.9 | 3.1 | 14.2 | 1.1 | 51.9 | 21.3 | 6.9 | 19.9 |
| 1981 | 27.4 | 5.8 | 3.0 | 14.8 | 1.1 | 52.1 | 21.2 | 7.0 | 19.7 |
| 1982 | 26.6 | 5.6 | 2.8 | 15.5 | 1.1 | 51.6 | 21.9 | 7.0 | 19.5 |
| 1983 | 27.1 | 5.6 | 2.6 | 15.5 | 1.1 | 51.9 | 21.8 | 6.9 | 19.4 |
| 1984 | 26.8 | 5.6 | 2.6 | 15.7 | 1.0 | 51.7 | 22.4 | 6.6 | 19.3 |
| 1985 | 26.6 | 5.4 | 2.5 | 16.4 | 1.0 | 51.9 | 21.9 | 6.8 | 19.4 |
| 1986 | 26.4 | 5.2 | 2.3R | 16.8R | 1.0 | 51.7R | 22.1R | 6.8 | 19.4 |

* - Including Farm Publications
R - Revised

Source: Robert J. Coen, McCann-Erickson, Inc.

(In Thousands of Metric Tonnes)

# OVERSEAS NEWSPRINT STATISTICS

(Not Seasonally Adjusted)

| | Norway | | | | Finland | | | | Sweden | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL SHIPMENTS | | | | TOTAL SHIPMENTS | | | | TOTAL SHIPMENTS | | | |
| | 1986 | 1987 | % Change | Ship % of Cap 1987 | 1986 | 1987 | % Change | Ship % of Cap 1987 | 1986 | 1987 | % Change | Ship % of Cap 1987 |
| January | 52.9 | 69.7 | +31.8 | 87 | 84.8 | 92.2 | + 8.7 | 82 | 98.4 | 117.5 | +19.4 | 65 |
| February | 59.0 | 55.0 | - 6.8 | 76 | 94.2 | 109.1 | +15.8 | 107 | 132.0 | 164.8 | +24.8 | 101 |
| March | 75.2 | 69.8 | - 7.2 | 87 | 105.6 | 111.0 | + 5.1 | 98 | 143.4 | 178.2 | +24.3 | 98 |
| April | 61.8 | 73.5 | +18.9 | 95 | 107.1 | 110.9 | + 3.5 | 102 | 167.0 | 158.8 | - 4.9 | 90 |
| May | 62.9 | 64.5 | + 2.5 | 80 | 120.0 | 115.1 | - 4.1 | 106 | 148.9 | 157.7 | + 5.9 | 87 |
| June | 72.9 | 63.1 | -13.4 | 81 | 100.8 | 93.4 | - 7.3 | 89 | 136.5 | 163.1 | +19.5 | 93 |
| July | 71.9 | | | | 120.5 | | | | 130.7 | | | |
| August | 57.9 | | | | 95.7 | | | | 165.4 | | | |
| September | 70.0 | | | | 110.4 | | | | 149.2 | | | |
| October | 74.5 | | | | 122.3 | | | | 170.8 | | | |
| November | 68.9 | | | | 103.1 | | | | 155.2 | | | |
| December | 75.6 | | | | 133.7 | | | | 191.9 | | | |
| 6 Months | 384.7 | 395.6 | + 2.8 | | 612.5 | 631.7 | + 3.1 | | 826.2 | 940.1 | +13.8 | |
| TOTAL YEAR | 803.5 | | | | 1,298.2 | | | | 1,789.4 | | | |

| | SHIPMENTS TO THE UNITED STATES | | | | | |
|---|---|---|---|---|---|---|
| | Norway | | Finland | | Sweden | |
| | 1986 | 1987 | 1986 | 1987 | 1986 | 1987 |
| January | 7.3 | 4.7 | 3.6 | 2.1 | 1.5 | 9.6 |
| February | 6.3 | 2.9 | 2.1 | 3.4 | 18.9 | 23.4 |
| March | 9.4 | 1.2 | 0.5 | 1.0 | 14.1 | 31.1 |
| April | 4.1 | 4.8 | 2.1 | 1.3 | 20.3 | 13.8 |
| May | 3.0 | 3.0 | 2.6 | 3.6 | 12.1 | 19.0 |
| June | 6.7 | 7.1 | 2.6 | 1.4 | 11.8 | 11.5 |
| July | 7.5 | | 0.3 | | 16.2 | |
| August | 7.0 | | 0.6 | | 15.5 | |
| September | 6.5 | | 2.0 | | 17.7 | |
| October | 3.3 | | 1.4 | | 15.3 | |
| November | 5.0 | | 0.0 | | 8.0 | |
| December | 4.0 | | 1.5 | | 19.2 | |
| 6 Months | 36.8 | 23.7 | 13.5 | 12.8 | 78.7 | 108.4 |
| TOTAL YEAR | 70.1 | | 19.3 | | 170.6 | |

SOURCE: SCANNEWS

| COUNTRY | ANNUAL CAPACITY (000 Metric Tonnes) 1985 | 1986 | 1987 | 1988 | 1989 |
|---|---|---|---|---|---|
| Europe | | | | | |
| Scandinavia | | | | | |
| Finland | 1,680 | 1,410 | 1,328 | 1,273 | 1,255 |
| Norway | 950 | 945 | 945 | 945 | 945 |
| Sweden | 1,895 | 2,090 | 2,136 | 2,187 | 2,434 |
| Austria | 270 | 270 | 270 | 270 | 270 |
| Belgium-Luxem | 115 | 115 | 115 | 125 | 140 |
| France | 300 | 300 | 307 | 314 | 320 |
| Germany, Fed. Rep. | 795 | 830 | 846 | 882 | 891 |
| Italy | 180 | 180 | 180 | 180 | 180 |
| Netherlands | 225 | 225 | 320 | 352 | 352 |
| Spain | 140 | 160 | 179 | 194 | 194 |
| United Kingdom | 380 | 470 | 507 | 526 | 526 |
| Total Europe | 6,930 | 6,995 | 7,133 | 7,248 | 7,507 |
| Africa | | | | | |
| South Africa | 450 | 450 | 450 | 450 | 450 |
| Asia | | | | | |
| China | 500 | 500 | 507 | 559 | 607 |
| Japan | 2,990 | 2,990 | 3,019 | 3,050 | 3,080 |
| Total Asia | 3,490 | 3,490 | 3,526 | 3,609 | 3,687 |
| Oceania | | | | | |
| Australia | 390 | 390 | 411 | 422 | 422 |
| South America | | | | | |
| Brazil | 225 | 260 | 270 | 274 | 274 |

ANNOUNCED CAPACITY CHANGES

| Country | Company/Location | Date | Annual 000 Metric Tonnes | Comments |
|---|---|---|---|---|
| Brazil | PISA/Jaguariaiva, PR | 1985 | 115 | New Mill |
| | Klabin | 1986 | 70 | |
| | Klabin/Monte Alegre, PR | 1987 | 30 | |
| China | Jilin Paper/Tumen | 1988 | 60 | |
| | Guangdon/Guangzhou | 1986-1990 | 30 | |
| | Fujan/Nanping | 1986-1990 | 34 | |
| | Guangxi Zhuangzu/Nanning | 1986-1990 | 50 | New Mill |
| Finland | A. Ahlstrom/Varkaus | Mid '85 | (120) | Stopped prod'n newsprint |
| | Veitsiluoto Oy | 1986 | (90) | Machine(s) shutdwn or swtchs |
| | Kymmene/Voikkaa | 1986 | (60) | Machine(s) shutdwn or swtchs |
| | Enso-Gutzeit Oy/Kotka | May '87 | (100) | Machine(s) shutdwn or swtchs |
| Germany, Fed. Rep. | Holtzmann | 1987 | 120 | New machine |
| India | Tamil Nadu/Pugalur | 1st Q.'85 | 40 | |
| | Baroda Rayon/Ratnagiri | 1986 | 50 | New Mill |
| Indonesia | Aspeck/Celeungsi | May '85 | 60 | New machine. In operation. |
| | Kertes Leces/Probolinggo | 1986 | 90 | |
| | P.T Anem Kesong/Aka | 1986 | 60 | New mill |
| Korea | Chonju Paper Mfg. Inc. | Oct. '85 | 70(net) | |
| Netherlands | Parenco/Renkum | 1987 | 180(net) | |
| Nigeria | Nigerian Newsprint/Oku Iboku | Nov. '85 | 50 | |
| Norway | A/S Follum/Honefoss | 1988 | 40 | Machine Modernization |
| | Norske Skogindustrier/Skogn | 1987-91 | 100 | Mach.Rebuild & Modernization |
| Sweden | Holmens Bruk. AB/Braviken | Aug.'85 | 110(net) | |
| | SCA/Ortviken | Dec.'85 | 130 | |
| | Stora Kopparbergs/Kvarnsveden | 1988 | 215 | New Mill |
| | Stora Kopparbergs/Kvarnsveden | 1988 | (55) | Closures of 3 old machines |
| | Stora Kopparbergs/South-West Sweden | During '89 | 210 | New Mill-Owned 75% by Stora and 25% by Feldnuhle |
| U.S.S.R. | Suktuvkar, Komi/Komi | 1985 | 160 | |
| | Balakhna/Pravknisk | 1988 | 200 | |
| U.Kingdom | Shotton/Shotton | May '85 | 200 | New Mill. |
| U.Kingdom | Shotton/Shotton | 1990 | 200 | New Machine |

Source: API estimates, FAO, EPI, CPPA

# ANNUAL NEWSPRINT CAPACITY INFORMATION

## (THOUSANDS OF METRIC TONNES)

| | 1980 | 1981 | 1982 | 1983. | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United States (API) | 4,418 | 4,951 | 5,129 | 5,238 | 5,308 | 5,327R | 5,359R | 5,411R | 5,447R | 5,499R | 5,817 | 5,817 |
| Canada (CPPA) | 9,130 | 9,490 | 9,935 | 9,970 | 9,820 | 9,820 | 9,885R | 10,025R | 10,160R | 10,160R | 10,160 | 10,160 |
| Canada (Add't'l) | - | - | - | - | - | - | - | - | 65 | 165 | 281 | 341 |
| Total | 13,548 | 14,441 | 15,064 | 15,208 | 15,128 | 15,147R | 15,244R | 15,436R | 15,672R | 15,824R | 16,258 | 16,318 |
| % Change | - | +6.6 | +4.3 | +1.0 | -0.5 | +0.1 | +0.6 | +1.3 | +1.5 | +1.0 | +2.7 | +0.4 |

(1) Based on data compiled in API Capacity Survey issued November, 1986 plus subsequent revisions announced since that time.
(2) Canadian Pulp and Paper Association.

## ANNOUNCED CAPACITY CHANGES

### UNITED STATES MILLS

| COMPANY | LOCATION | DATE | COMMENTS | NEWSPRINT | OTHER | TOTAL |
|---|---|---|---|---|---|---|
| Great Northern | East Millinocket, ME | 1st Qtr. '86 | Machine Shutdown | (-30,000) | - | (-30,000) |
| Newsprint South | Grenada, MS | 4th Qtr. '89 | New Mill | 205,000 | - | 205,000 |
| Ponderay | USK, WA | Late '89 | New Mill | 155,000 | - | 155,000 |

### CANADIAN MILLS

| | | | | | | |
|---|---|---|---|---|---|---|
| Consolidated-Bathurst | Ville de la Baie, QUE (1) | 1987 | Improvements | 72,000 | - | 72,000 |
| CIP Inc. | Gatineau, QUE | Feb. '87 | New Machine - 147,000 - replacing an old machine - Net gain of 85,000 | 85,000 | - | 85,000 |
| Abitibi-Price | Alma, QUE | Early '87 | Mill conversion to Uncoated Groundwood - loss of newsprint at this mill will be absorbed by other mills | (-59,000) | 41,000 | (-18,000) |
| MacMillan Bloedel | Powell River, BC | Late '87 | Decrease in newsprint - increase in Groundwood Specialties | (-50,000) | 86,000 | 36,000 |
| Gaspesia | Chandler, QUE | 1987 - 1990 | Modernization of mill | 22,000 | - | 22,000 |
| MacMillan Bloedel(1) | Powell River, B.C. | Jan. '88 | Upgrade (#8) machine idle since 1985 | 65,000 | - | 65,000 |
| Donohue | Clermont, QUE | 1st Qtr. '88 | New Machine - 160,000 - replacing an old machine - Net gain of 120,000 | 120,000 | - | 120,000 |
| Abitibi-Price | Alma, QUE | 3rd. Qtr. '88 | Convert machine from Newsprint to Uncoated Groundwood | (-125,000) | 125,000 | - |
| Finlay (B.C. For.) (1) | Mackenzie, B.C. | Early '89 | New Machine | 216,000 | - | 216,000 |
| Crown Forest | Elk Falls, BC | By 1989 | Expansion | 50,000 | - | 50,000 |
| Great Lakes (1) | Thunder Bay, ONT | Early 1991 | New machine - 240,000 - replacing 2 older machines of 180,000 - Net gain of 60,000 | 60,000 | - | 60,000 |

(1) Additional Canadian Capacity.